MADDIE'S PLACE®

SMS Privacy Policy

Effective August 18, 2026

Overview

At Maddie's Place ("we," "us," "our"), we value your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you opt in to receive SMS/text messages from us.

Maddie's Place is a nonprofit pediatric transitional care facility in Spokane, Washington. Health information that we create or receive in our role as a health care provider is protected health information under HIPAA and is governed by our Notice of Privacy Practices. This policy covers our SMS/text messaging program.

Information We Collect

When you sign up for our SMS/texting services, we may collect the following information:

- **Phone Number:** Required to send you SMS/text messages.
- **Name:** Optional, but helps personalize our messages.
- **Consent Records:** To document your opt-in to our SMS/texting services, including the date, time, and method of that opt-in.
- **Message Information:** The carrier associated with your number and the date, time, and content of messages exchanged with us.

How We Use Your Information

We use the information we collect to:

- Send you reminders, program and service updates, and other information you have asked to receive by SMS/text message.
- Respond to your inquiries and provide support.
- Monitor and analyze trends, usage, and activities related to our SMS/texting services.
- Improve our services and develop new features.

Mobile Information and Consent

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All of the categories described in this policy exclude text messaging originator opt-in data and consent. That information will not be shared with any third parties.

We may share your mobile number with service providers who help us operate the text messaging program, such as our telecommunications and messaging vendors, and only to the extent needed to deliver messages on our behalf. We do not sell, rent, or trade your mobile number or your consent records.

Sharing Your Information

We do not sell, trade, or otherwise transfer your personal information to third parties or affiliates for marketing purposes. We may only share your information with:

- **Service Providers:** Third-party vendors who assist us in operating our SMS/texting services and conducting our work, under confidentiality obligations.
- **Legal Compliance:** When required by law, such as to comply with a subpoena or similar legal process.
- **Business Transfers:** In connection with a merger, sale of assets, or other transaction involving the organization.

Your Choices

You may opt out of receiving SMS/text messages from us at any time by:

- Replying STOP, END, CANCEL, UNSUBSCRIBE, or QUIT to any message you receive from us.
- Contacting us at support@maddiesplace.org or 509-315-5146 EXT 105.

You will receive one final message confirming that you have been unsubscribed. For help, reply HELP to any message or use the contact information above.

Data Security

We implement a variety of security measures to maintain the safety of your personal information. However, no method of transmission over the Internet or method of electronic storage is 100 percent secure. Standard SMS and MMS messages are not encrypted, so please do not send sensitive personal or health information by text.

Children's Privacy

Our SMS/texting services are intended for adults. You must be at least eighteen (18) years of age to enroll. We do not knowingly collect personal information from children under 13. If we become aware that we have collected information from a child under 13, we will take steps to delete that information.

Washington State Residents

Maddie's Place operates in Spokane, Washington. The following applies in addition to the rest of this policy.

Consent to text messages. Washington law (RCW 19.190.060 and RCW 19.190.070) prohibits sending a commercial text message to a Washington cellular number unless the subscriber has clearly and affirmatively consented in advance. We send text messages only to people who have given that prior, affirmative consent, and we retain records of it. We do not buy, rent, or accept mobile numbers from third parties for text messaging.

Protected health information. Maddie's Place is a licensed health care facility. Information we create or receive as your health care provider is protected health information under HIPAA and is governed by our Notice of Privacy Practices rather than by this policy.

Consumer health data. Health information that is not covered by HIPAA may qualify as consumer health data under the Washington My Health My Data Act, Chapter 19.373 RCW. We do not sell consumer health data and we do not use it for advertising. Washington residents may ask what consumer health data we have collected, request a copy, withdraw consent to its collection or sharing, and request that it be deleted. Contact us using the information below to make a request. We will respond within 45 days and may extend that period once where reasonably necessary, with notice to you. If we deny a request, you may appeal by replying to our response.

Security breach notification. If unencrypted personal information about you is acquired by an unauthorized person, we will notify you as required by RCW 19.255.010, in the most expedient time possible and no later than 30 calendar days after discovery.

Consumer Protection Act. Violations of the Washington statutes referenced above are treated as violations of the Washington Consumer Protection Act, Chapter 19.86 RCW.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on our website. You are advised to review this Privacy Policy periodically for any changes.

Contact Us

If you have any questions or concerns about this Privacy Policy or our practices, please contact us at:

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Phone: 509-315-5146 EXT 105